

# **Delta Regional Authority**

## **Digital Communications Coordinator**

The Delta Regional Authority is seeking a communications and social media professional who can provide support for and coordination of DRA's digital communications strategy and execution, including website management, social media, digital outreach, and rich content development and maintenance. The individual will work under the direction of the DRA's Communications and Public Engagement Director.

### **Introduction**

The Delta Regional Authority is a federal-state partnership created by Congress in 2000 to help create jobs, build communities, and improve lives through strategic investments in economic development in 252 counties and parishes across eight states. To achieve the goals outlined by Congress, DRA partners with Federal agencies, state and local governments, non-profits, and the business community to create economic opportunities and support economic development projects in the Delta region.

The Digital Communications Coordinator facilitates the implementation of all digital communications from DRA to regional constituents and local, state, and national leadership with the purpose of highlighting DRA's work towards creating jobs, building communities, and improving lives of those who live in the eight-state Delta region. The Coordinator implements the DRA communication strategy with regards to the agency's website, social media platforms, electronic outreach, and newsletters.

### **Supervisory Controls**

The position reports directly to the Director of Communications & Public Engagement. The coordinator will use initiative and judgment in carrying out assignments, guided by knowledge of DRA policy and mission. Complex issues are discussed with the supervisor and DRA's senior leadership for guidance in major policy and protocol decisions.

The coordinator will not hold any supervisory roles.

### **Duties and Responsibilities**

The coordinator will implement the strategies and objectives of the Office of Communications and Public Engagement (CPE) for all DRA's external communications and public engagement through digital media and outreach platforms, including:

- Posting and distributing all mass or public communications such as major releases, electronic newsletters and correspondence that is distributed across digital platforms;
- Coordinating and maintaining the DRA website and electronic communications platform (currently Campaign Monitor), optimizing the site for increased social media and general website traffic. Duties involving the DRA website include:
  - Developing and implementing strategic communication language and campaigns to better inform Delta region constituents of the projects, policy initiatives, and special programs of DRA;
  - Researching and implementing strategies to expand resources and services of DRA through the website;
  - Managing the relationship with website host and developer, Younger Associates, and processing work orders and requests from DRA staff for website modifications;
  - Processing invoices and ensuring the Accounting department has all documentation to ensure on-time payment for website and digital media;
  - Overseeing all external communications efforts through the website, ensuring that they coincide with overall communication strategy;
  - Maintaining content on the website to ensure it is updated and relevant; making updates to website content as fielded from staff and regional stakeholders;
  - Serving as liaison between other DRA programs, such as Delta Leadership Institute, to maintain the specific website content and upon request from those programs' leadership, provide relevant information for those programs' newsletters include DRA events and news; and
  - Creating web pages and drafting web copy for new programs and new site services.
- Generating and coordinating electronic external communications to constituents, community leaders, and congressional and state legislative leaders through Campaign Monitor, to include:
  - Maintaining digital editorial calendar to ensure communications are released in a timely manner while also not overflowing inboxes; and
  - Drafting and editing copy and updating press releases to better fit within digital formats.
- Drafting and publishing the DRA's weekly electronic newsletter to regional stakeholders that includes highlights of DRA activities and news, DRA's calendar of events, and partner news and announcements;
- Managing development, editing, and release of the quarterly regional e-zine with contracted writers from the region (CPE Director will serve as editor-in-chief of publication);
- Managing DRA's social media platforms, ensuring updated and frequent posting of relevant, engaging, and diverse rich content that informs stakeholders and engages them to participate and learn more about DRA:

- Existing platforms are Twitter, Facebook, LinkedIn, Flickr, Instagram, and YouTube;
- Coordinator will be expected to research and propose new strategies for engagement on social media;
- Generate and schedule content from DRA's programs and policy initiatives for optimal reach and engagement; and
- Develop staff trainings and accompanying materials to support staff in better utilizing digital communications and social media in promoting and educating constituents on DRA resources, programs, and events.
- Maintaining DRA cloud archives of photos, video, news clippings, and other DRA content:
  - Managing agency-wide cloud archives and training DRA staff on utilization
  - Managing database of constituent and stakeholder contact information, ensuring optimum outreach to those DRA stakeholders.
- Participating in strategy planning and development alongside CPE Director and other CPE staff.

## **Experience and Qualifications**

- 1 to 3 years of demonstrated experience in mass communications protocols, digital communications, and/or social media strategy;
- A minimum of a Bachelor's Degree from a four-year accredited college or University in communications, journalism, public relations, social media, or related field;
- Demonstrated ability to manage multiple projects across different policy and programmatic fields;
- Strong written and oral communication skills that include both technical and creative writing;
- Proficiency in Adobe Creative Suite or similar design skills, content management systems (CMS) tools; and
- Additional experience necessary in copyediting, website management, video and photo editing, graphic design and infographics, and database management.

## **Compensation**

The Digital Communications Coordinator position is a contract position that will be paid on a competitive hourly wage for 160 hours of work each month. No health or retirement benefits are available with this position.

## **Submission Requirements**

Interested candidates are asked to submit a copy of their qualifications and experience including the following elements:

- A cover letter of introduction
- A statement of qualifications (maximum 2 pages) or resume of experience
- Samples of work in the following areas:
  - Social media strategy development
  - Social media campaign design
  - Website maintenance
  - Website development and design
  - Technical/programmatic writing
  - Creative writing

## **Submission Deadline**

The deadline for application materials is 5:00 pm on Thursday, March 17. To be emailed to the attention of Spencer F. Lucker at [jobs@dra.gov](mailto:jobs@dra.gov). Subject line should read “Digital Communications Coordinator – Qualifications.”

For more information, contact Spencer Lucker at (202) 434-4842.

For additional information about the Delta Regional Authority, visit the website at [www.dra.gov](http://www.dra.gov).

## **Selection Process**

The application packet will be used to select a qualified individual to perform the above-mentioned services. After reviewing the packets submitted, the most qualified candidates will be selected for a phone conversation with DRA’s hiring manager and chief administrative officer. From these interviews, the DRA hiring manager will select up to three candidates to meet with DRA’s federal leadership. From this final interview and DRA leadership recommendation, DRA staff will check references for the desired individual and proceed with executing a contract by March 31, 2016. The Delta Regional Authority reserves the right to reject any and all submissions.

## **Non-discrimination Clause**

The DRA is an equal opportunity employer and contractor. Employment and contract decisions are based on merit and Authority needs. Employment and contract decisions are not based on race, color, national origin, ancestry, sexual orientation, sex (including pregnancy and gender identity), age, weight, religion, creed, physical or mental disability, marital status, veteran status, political affiliation, or any other prohibited basis. This policy affirms the DRA’s commitment to

the principles of fair employment and the elimination of all vestiges of discriminatory practices that might exist.